RJ Reynolds
Tobacco Company

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10 March, 1998

IMPORTANT - RESPONSE / ACTION REQUIRED BY 3/23/98

TO : MONEE ANAYA
DENNY BOMGARDNER
MARIANNA CONROY
LINDA ZELLES
DENNIS BELLINGER
JIM BRYANT
CHRIS HUFF

RJR ROM'S AND RBM'S

SUBJECT: ***SOUTHLAND - 7-ELEVEN - C.I.D. 0001-XX-XX***
JUNE DORAL B2G1F - B1G1F

Ladies and Gentlemen,

In recent months we have worked through many issues, both on the retail and wholesale side, to enable RJR to implement our Value Added Program in 7-Eleven stores.

It is important that you understand how the 7-Eleven VAP order process currently works :

- Each week, all stores (Corporate and Franchise) receive an MIP (Merchandise Information Packet) from Southland Corporate. This packet contains many assorted product surveys/items.

- Stores enter orders through McLane. Each VAP survey sheet has a UPC bar code and item number. Stores order the VAP Promotion using this code. The survey sheets also contain promotion specifics (description, size, UPC #'s, order dates, delivery dates, etc.) I have attached the June Doral B2G1F/B1G1F Survey Sheets for your review.

- Upon ordering the promotion, the store can expect delivery through McLane as noted on the survey sheet.

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We are attempting to work through the issues as it pertains to VAP, within the framework of three (3) systems; i.e., 7-Eleven's, McLanes, and RJR's. Several issues are still unresolved that will impact our *June Doral B2G1F/B1G1F* promotions. In lieu of this, I am requesting your assistance as follows :

In order to effectively distribute the *June Doral B2G1F* or *B1G1F* to 7-Eleven locations, the following procedures must be followed :

❶ Managers with Southland Division Responsibility must ensure that all 7-Eleven store numbers are in SIS under the "M31" store number field **by March 30, 1998.**

Note : This is different from the store name field - the number can be listed in both fields; however, **IT MUST BE LISTED IN THE STORE NUMBER FIELD ON THE "M31" SCREEN.**

❷ Managers with Southland Division responsibility need to conservatively **estimate** the total number of *Doral B2G1F* or *B1G1F* sku's needed for their respective Southland Division **BY RJR REGION**. Managers must communicate these estimates to appropriate RJR Regions **by March 23, 1998**.

Important : Display estimates should be only for stores using McLane as their primary supplier and should be based on a maximum order of one (1) sku per store.

Attention ROU's : This estimate of sku's should be held out of the *June Doral B2G1F/B1G1F* VAP template.

❸ RJR Regions should hold aside the number of corresponding displays.

❹ Once the survey lists are received from McLane, ROM's will break down by McLane Distribution Center, by Promotion (B2G1F/B1G1F), and 7-Eleven store number.

❺ ROM's will manually transfer allocations to the appropriate Region who will order to the respective McLane Distribution Points.

❻ ROM's posting procedures will be discussed in the ROM meeting in Winston-Salem.

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We are working to develop a system that will avoid manual transfers moving forward.

If you have any questions relative to the above process, please do not hesitate to contact Jeanne Swisher (AE) or myself.

Sincerely,

Jeff

Jeff S. Rumberger

/cn

cc: Jeanne Swisher, Tom Sullivan, David Gramley, Chris Minner, Sharon Reid, Tom Odom, Paul Letourneau, KAM's/AM's w/McLane Divisions, RSM's, AVP's

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